**Create a Marketing Plan (Shark Tank)**

Names: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

A marketing plan is a written document that acts as a guidebook of marketing activities for the marketing manager. Together with a partner, you will create a marketing plan for the marketing manager (your teacher). After watching an episode of Shark Tank, you and your partner will choose a company that you would like to help. These companies are struggling and need a strong marketing plan to help get their company on the right track.

**Mission statement** – create a mission statement for the company. Remember, a good mission statement answers the question “What business are we in?” and also focuses on the market rather then the product or service. Do not make the mission statement too narrow (marketing myopia) or too broad.

**SWOT Analysis** – you will conduct a brief SWOT Analysis of the company. Make sure to pay close attention to the company presidents when they are presenting to the Sharks to get all valuable information. SWOT should consist of 2 points for each part of the SWOT.

**Competitive Advantage** – performing a SWOT Analysis allows firms to identify their competitive advantage. Please identify the type of competitive advantage your company has (cost, product/service differentiation, or niche) & what it is.

**Marketing Objective** – this must be realistic, measurable, time specific, and compared to a benchmark. Refer to pages 36 - 37 in text for examples.

**Target Market** – who is the target market & which strategy you will use to reach them. Refer to pages 43 – 44 in text book for examples.

**The Marketing Mix** – explain the 4 P’s as they relate to your marketing plan. What is the product you will be selling? Where will the product be sold? How much will it be sold for? And what type of promotion are you going to use to reach your target market?

Your final product will be a typed marketing plan and a visual presentation. The visual presentation may be done however the group would like. Power points, Prezi, creative posters, ect. BE CREATIVE!!!

**REPORT GRADE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **4**  Excellent | **3.5**  Good | **3**  Needs improvement | **2.5**  Not at all | Total Points |
| Mission Statement |  |  |  |  |  |
| SWOT Analysis |  |  |  |  |  |
| Competitive Advantage |  |  |  |  |  |
| Marketing Objective |  |  |  |  |  |
| Target Market |  |  |  |  |  |
| Marketing Mix |  |  |  |  |  |
| Report is free of spelling and grammatical errors. |  |  |  |  |  |
| Each group member contributed equally |  |  |  |  |  |

Total Score: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ / 32 = \_\_\_\_\_\_\_\_\_\_\_\_\_

**PRESENTATION GRADE**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **4** Excellent/Goes Above and Beyond | **3.5** Very Good | **3** Fair | **2.5** Needs Improvement | **0** Missing | Total Points |
| Presentation is free of grammar and spelling errors |  |  |  |  |  |  |
| Images were used appropriately throughout the presentation |  |  |  |  |  |  |
| Eye contact (Presenters were looking at the audience, not the board) |  |  |  |  |  |  |
| Fonts and colors were easy to see and read |  |  |  |  |  |  |
| Oral Presentation (all members of the group contributed clearly to the presentation) |  |  |  |  |  |  |
| All presenters were knowledgeable of subject matter |  |  |  |  |  |  |

TOTAL = \_\_\_\_\_\_/ 24 \* 100 =\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Total Grade = (\_\_\_\_\_\_\_\_ + \_\_\_\_\_\_\_\_ ) /2

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